

## Principal Profile

**Principal Name:** Wisconsin Psychological Association

**Business Or Interest:** Our Mission is to advance psychology as a profession which promotes human welfare through the ethical application of psychological principles in research, teaching and practice. We provide a professional identity for psychologists by maintaining active affiliation with APA. We advocate on behalf of the profession and the interests of our members. We encourage a scientific attitude toward psychological practice. We provide forums for the professional exchange of information and opinion about the diversity of psychological issues and of the profession itself. We address concerns of our communities by responding as a profession to psychological and social needs of Wisconsin citizens. We educate the public about psychology and psychological issues.

**Lobbying Interests:** Licensing Bill that is being introduced. Interest related to mental health and public education surrounding mental health. Our Mission is to advance psychology as a profession which promotes human welfare through the ethical application of psychological principles in research, teaching and practice. We provide a professional identity for psychologists by maintaining active affiliation with APA. We advocate on behalf of the profession and the interests of our members. We encourage a scientific attitude toward psychological practice. We provide forums for the professional exchange of information and opinion about the diversity of psychological issues and of the profession itself. We address concerns of our communities by responding as a profession to psychological and social needs of Wisconsin citizens. We educate the public about psychology and psychological issues.

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